

### CLAIMS

What is claimed is:

1. A method comprising:  
displaying a first level of a matrix navigation interface for web content on a channel of a television set;  
receiving an input from one of a pointer device and directional input device indicating a direction to move a cursor in the matrix; and  
displaying a second level of the matrix navigation interface when an selection input is received.
2. The method of claim 1, wherein the cursor is a highlighted matrix cell.
3. The method of claim 1, wherein the second level of the matrix navigation interface is a deeper layer.
4. The method of claim 1, wherein matrix layer contains a set of advertisements.
5. The method of claim 1, wherein a matrix navigation layer comprises a set of primary navigation options.
6. The method of claim 1, further comprising:  
displaying product information in a matrix cell through the simplified interface.
7. A machine readable medium having instructions stored therein which when executed cause a machine to perform a set of operations comprising:  
displaying a first level of a matrix navigation interface for web content on a channel of a television set;  
receiving an input from one of a pointer device and directional input device indicating a direction to move a cursor in the matrix; and

displaying a second level of the matrix navigation interface when an selection input is received.

8. The machine readable medium of claim 7, wherein the cursor is a highlighted matrix cell.

9. The machine readable medium of claim 7, wherein the second level of the matrix navigation interface is a deeper layer.

10. The machine readable medium of claim 7, wherein matrix layer contains a set of advertisements.

11. The machine readable medium of claim 7, wherein a matrix navigation layer comprises a set of primary navigation options.

12. The machine readable medium of claim 7, having further instructions stored therein which when executed cause a machine to perform a set of operations, further comprising:

displaying product information in a matrix cell through the simplified interface.